

Rep Order#	6867809	Ver#	1	Status	New	Traffic Order#	10/25/2012 12:01 PM	Printed:	2 of 5
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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/25/2012 12:01 PM

2 of 5

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 598
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //598

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Flight Dates 10/30/2012 - 11/06/2012

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	TU-F	6P-630P	6PM NEWS Buyline Comment: 6PM NEWS	:30	\$3,200.00	10/30-11/02	4	1	4	\$12,800.00	
	10	TU-F	7P-730P	ENTERTAINMENT TONIGHT Buyline Comment: ENTERTAINMENT TONIGHT	:30	\$2,000.00	10/30-11/02	8	1	8	\$16,000.00	
	11	TU-F	11P-1135P	LATE NEWS Buyline Comment: LATE NEWS	:30	\$2,500.00	10/30-11/02	8	1	8	\$20,000.00	
	12	TU-F	1135P-1235A	THE TONIGHT SHOW Buyline Comment: THE TONIGHT SHOW	:30	\$1,000.00	10/30-11/02	4	1	4	\$4,000.00	
	13	F	8P-9P	GO ON/GUYS WITH KIDS Buyline Comment: GO ON/GUYS WITH KIDS	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	14	SA	6A-7A	SATURDAY EARLY AM NEWS Buyline Comment: SATURDAY EARLY AM NEWS	:30	\$1,000.00	11/03-11/03	2	1	2	\$2,000.00	
	15	SA	7A-8A	SATURDAY AM NEWS Buyline Comment: SATURDAY AM NEWS	:30	\$1,500.00	11/03-11/03	2	1	2	\$3,000.00	
	16	SA	8A-10A	SATURDAY TODAY SHOW Buyline Comment: SATURDAY TODAY SHOW	:30	\$1,800.00	11/03-11/03	2	1	2	\$3,600.00	
	17	SA	330P-7P	NOTRE DAME FOOTBALL Buyline Comment: NOTRE DAME FOOTBALL	:30	\$1,800.00	11/03-11/03	2	1	2	\$3,600.00	
	18	SA	6P-630P	SATURDAY 6PM NEWS Buyline Comment: SATURDAY 6PM NEWS	:30	\$1,500.00	11/03-11/03	2	1	2	\$3,000.00	
	19	SA	7P-8P	ENTERTAINMENT THIS WEEK Buyline Comment: ENTERTAINMENT THIS WEEK	:30	\$500.00	11/03-11/03	2	1	2	\$1,000.00	

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Hiatus Weeks

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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	M-TU	12P-1P	NOON NEWS	:30	\$600.00	11/05-11/06	2	1	2	\$1,200.00	
	Buyline Comment: NOON NEWS											
	32	M	2P-3P	THE DOCTORS	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	Buyline Comment: THE DOCTORS											
	33	M	5P-530P	5PM NEWS	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	Buyline Comment: 5PM NEWS											
	34	M	530P-6P	530PM NEWS	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	Buyline Comment: 530PM NEWS											
	35	M	6P-630P	6PM NEWS	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	
	Buyline Comment: 6PM NEWS											
	36	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$2,000.00	11/05-11/05	2	1	2	\$4,000.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	37	M	11P-1135P	LATE NEWS	:30	\$2,500.00	11/05-11/05	2	1	2	\$5,000.00	
	Buyline Comment: LATE NEWS											
	38	M	1135P-1235A	THE TONIGHT SHOW	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	Buyline Comment: THE TONIGHT SHOW											

---REPORT TOTALS---

Report Totals: 104 / \$170,400.00

---SALES MONTHLY TOTALS---

Nov 12: 104 / \$170,400.00

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Sales Totals: 104 / \$170,400.00
Station Totals: 104 / \$170,400.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$298,738

CATV	0%	WAVY	57%	WGNT	0%	WPXV	0%	WTKR	23%
WTVZ	0%	WVBT	9%	WVEC	11%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE